

## Cambridge Kentucky Derby/Kentucky Oaks Promotion 1992

- Last year Cambridge enjoyed excellent visibility at the Kentucky Oaks and sold 3,600,000 units through a retail promotion by sponsoring the Infield at the Kentucky Oaks.
- Last year the Oaks had a record attendance of 80,000.
- 30 Cambridge banners were placed in highly visible locations on the back of bleacher seats above exit/entrance ramps and in the stage area.
- Cambridge was mentioned as a sponsor in Churchill Downs ad materials and the official program..
- We gave away 50,000 Cambridge atlases from a booth set up in the infield.
- Day long entertainment was provided by several bands.
- For the cost of sponsorship, Churchill Downs also permitted us to print and distribute 90,000 coupons for Free admission to the Churchill Downs Clubhouse via retail promotional displays. Churchill absorbed all redemption costs.
- 90,000 two pack offers were placed at retail (3,600,000 units) from 4/27/92 to 6/20/92.
- Retail promotion was targeted at C-stores, Supermarkets, Drug and any store selling Racing forms in Louisville and Lexington.
- Key account participation: Thornton Oil, Super America, Dairymart, Kroger, Super X.

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